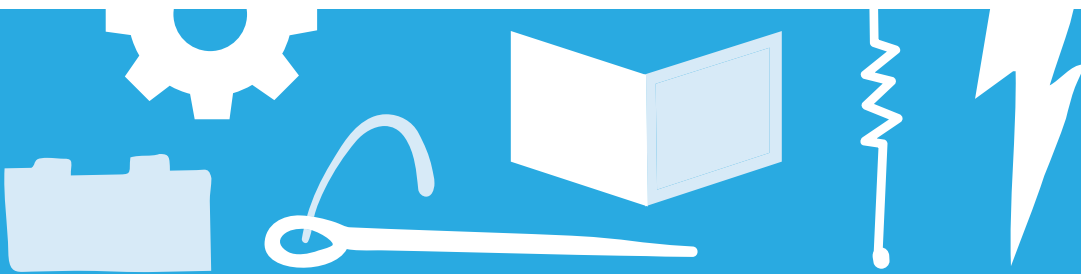


# Austin Mini Maker Faire®



**SPONSORSHIP**  
OPPORTUNITIES

**For more information, please contact:**

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# About

**Maker Faire is a two-day, family-friendly event that celebrates arts, crafts, engineering, science projects and the Do-It-Yourself (DIY) mindset. Maker Faire is a catalyst for promoting innovation and entrepreneurialism to a large, broad-based and grass-roots audience.**

## **AUSTIN MINI MAKER FAIRE 2015**

MAY 16th - 17th, Palmer Events Center

### **AUDIENCE**

- Average age: 38
- Household income: \$102,650
- 90% college educated
- Primary: Tech and DIY Enthusiasts
- Secondary: Students, Educators, Hobbyists, Crafters and Makers

### **ATTENDANCE**

GATE: 8 - 10,000

Makers: 250 + Makers

*"It's a county fair for clever techno-nerds."*

Miles O' Brien, science correspondent, PBS NewsHour

*"One of the president's goals is to get more young girls and boys excited about what's called STEM, science, technology, engineering, and math. And I believe that the maker movement, the maker culture is a really powerful way of doing that."*

- Tom Kalil, White House, Office of Science and Technology Policy



# Presenting Sponsor

This Presenting Sponsor package provides maximum exposure to all attendees before, during and after the Maker Faire event. Your company name/logo will be associated with Maker Faire and will receive title billing in all media (print, online and radio).

## **PRE-EVENT INCLUSION:**

Logo on all pages of Austin Mini Maker Faire website

Premium logo placement on promotional fliers, banners, posters, media alerts

Press Release

## **ON-SITE BENEFITS AND INCLUSION:**

**'Presenting Sponsor' recognition for entire festival:**

- Highest visibility, customized activation
- Demonstration and/or Speaking Opportunities
- Color Logo on Sponsor Banner
- Attendee and Maker Giveaways
- Maker Faire App
- Opportunity to Host Reception

## **PARTICIPATE IN THE MAKE TECH AND DIY COMMUNITY AT AUSTIN MINI MAKER FAIRE 2015:**

- **Maker Faire Staff Passes:** 30 weekend passes
- **Maker Faire Guest passes:** 300 one-day passes
- **50 event T-shirts**

## **POST EVENT:**

**Stay in touch with the MAKE community:** Receive 6 one-year corporate subscriptions to MAKE magazine.

## **We Look Forward to Partnering With You!**

**Secure your opportunity today** to influence and interact with a rapidly growing segment of Makers and Crafters at Austin Mini Maker Faire 2015.

### **Presenting Sponsor Package: \$50,000**

Sign up by February 15, 2015 to maximize your company's exposure in our marketing campaign.



# Ultimate Maker Sponsor

Ultimate Maker Sponsor benefits include significant access and exposure to all attendees before, during and after the Maker Faire event. With custom area placement at the show, you will be nicely positioned inside the growing Tech and DIY community, which is an extremely diverse audience of all ages interested in arts, crafts, engineering, food, music, science and technology.

## **PRE-EVENT INCLUSION:**

Logo on all pages of Austin Mini Maker Faire website  
Premium logo placement on promotional fliers, banners, posters, media alerts  
Press Release

## **ON-SITE BENEFITS AND INCLUSION:**

- On-Site Presence: Highest Visibility
- Demonstration and/or Speaking Opportunities
- Color Logo on Sponsor Banner
- Attendee and Maker Giveaways
- Maker Faire App

## **PARTICIPATE IN THE MAKE TECH AND DIY COMMUNITY AT AUSTIN MINI MAKER FAIRE 2015:**

- **Maker Faire Staff Passes:** 20 weekend passes
- **Maker Faire Guest passes:** 250 one-day passes
- **12 event T-shirts**

## **POST EVENT:**

**Stay in touch with the MAKE community:** Receive 6 one-year corporate subscriptions to MAKE magazine.

## **We Look Forward to Partnering With You!**

**Secure your opportunity today** to influence and interact with a rapidly growing segment of Makers and Crafters at Austin Mini Maker Faire 2015.

### **Ultimate Maker Sponsor Package: \$15,000**

Sign up to participate in Austin Mini Maker Faire 2015 by February 15, 2015 to maximize your company's exposure in our marketing campaign.



# Maker Sponsor

Maker Sponsor benefits will allow you to gain exposure and promote your company to the growing Tech and DIY community, which is an extremely diverse audience of all ages interested in arts, crafts, engineering, food, music, science, and technology.

## **PRE-EVENT INCLUSION:**

Logo on all pages of Austin Mini Maker Faire website

Premium logo placement on promotional fliers, banners, posters, media alerts

## **ON-SITE BENEFITS AND INCLUSION:**

- On-Site Presence: Up to 20 x 20' Space
- Demonstration and/or Speaking Opportunities
- Color Logo on Sponsor Banner
- Maker Faire App

## **PARTICIPATE IN THE MAKE TECH AND DIY COMMUNITY AT AUSTIN MINI MAKER FAIRE 2015:**

- **Maker Faire Staff Passes:** 15 weekend passes
- **Maker Faire Guest passes:** 100 one-day passes
- **8 event T-shirts**

## **POST EVENT:**

**Stay in touch with the MAKE community:** Receive 6 one-year corporate subscriptions to MAKE magazine.

## **We Look Forward to Partnering With You!**

**Maker Sponsor benefits** will allow you to gain exposure and promote your company to the growing Tech and DIY community, which is an extremely diverse audience of all ages interested in arts, crafts, engineering, food, music, science, and technology.

**Secure your opportunity today** to influence and interact with a rapidly growing segment of Makers and Crafters at Austin Mini Maker Faire 2015.

### **Ultimate Maker Sponsor Package: \$7,500**

Sign up to participate in Austin Mini Maker Faire 2015 by February 15, 2015 to maximize your company's exposure in our marketing campaign.



# Sustaining Sponsor

Sustaining Sponsor benefits will allow you to gain exposure and promote your company to the growing Tech and DIY community, which is an extremely diverse audience of all ages interested in arts, crafts, engineering, food, music, science, and technology.

## **PRE-EVENT INCLUSION:**

Logo on all pages of Austin Mini Maker Faire website

Premium logo placement on promotional fliers, banners, posters, media alerts

## **ON-SITE BENEFITS AND INCLUSION:**

- On-Site Presence: Up to 10 x 20' Space
- Color Logo on Sponsor Banner

## **PARTICIPATE IN THE MAKE TECH AND DIY COMMUNITY AT AUSTIN MINI MAKER FAIRE 2015:**

- **Maker Faire Staff Passes:** 10 weekend passes
- **Maker Faire Guest passes:** 50 one-day passes
- **5 event T-shirts**

## **We Look Forward to Partnering With You!**

**Secure your opportunity today** to influence and interact with a rapidly growing segment of Makers and Crafters at Austin Mini Maker Faire 2015.

### **Sustaining Sponsor Package: \$5,000**

Sign up to participate in Austin Mini Maker Faire 2015 by February 15, 2015 to maximize your company's exposure in our marketing campaign.



# Exhibitor Opportunities

Exhibit at Maker Faire-- a perfect tool to increase awareness and promote your company to the growing Tech and DIY community, which is an extremely diverse audience of all ages interested in arts, crafts, engineering, food, music, science, and technology.

## **PRE-EVENT INCLUSION:**

Austin Mini Maker Faire Website--- Name and Link to your site

## **ON-SITE BENEFITS AND INCLUSION:**

On-site Presence: Up to a 10 x 10 Space

## **PARTICIPATE IN THE MAKE TECH AND DIY COMMUNITY AT AUSTIN MINI MAKER FAIRE 2015:**

- **Maker Faire Staff Passes:** 5 one-day passes
- **Maker Faire Guest passes:** 10 one-day passes

## **We Look Forward to Partnering With You!**

**Secure your opportunity today** to influence and interact with a rapidly growing segment of Makers and Crafters at Austin Mini Maker Faire 2015.

**Exhibitor Package: \$1,500** with an opportunity to maximize on-site exposure.

Sign up to participate in Austin Mini Maker Faire 2015 by February 15, 2015 to maximize your company's exposure in our marketing campaign.